

NOVUMATICS

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Automated Insights on
Institutions with
Crypto Exposures



MacroStrategy Inc.

Industry: Software

Date of Analysis: 15th April 2021

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MacroStrategy Inc.

Industry: Software

Country of Origin: USA

Latest FY: 2020

Currency: USD'000

Date of Analysis: 15th April 2021

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OUTLOOK SUMMARY

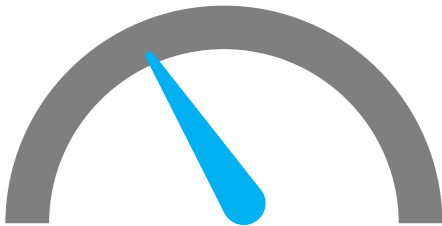
Period: 14/10/2020 to 14/04/2021 (6 Months)

EQUITY MARKET

Has a sentiment score of -15.5. This means the overall sentiment or tone is somewhat negative/serious.



NEGATIVE



Negative

Positive

CRYPTO MARKET

Has a sentiment score of -11.3. This means the overall sentiment or tone is somewhat negative/serious.



NEGATIVE



Negative

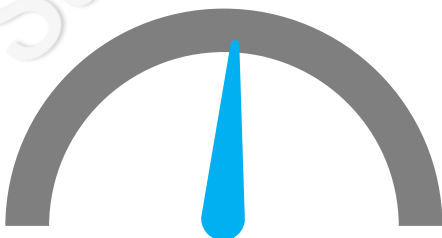
Positive

COMPANY

Has a sentiment score of 0.5. This means the overall sentiment or tone is essentially neutral.



NEUTRAL



Negative

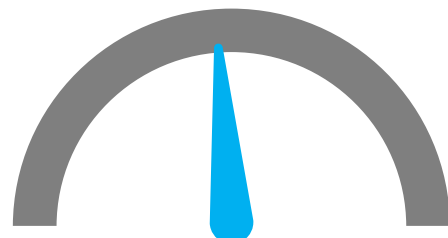
Positive

INDUSTRY

Has a sentiment score of -7.2. This means the overall sentiment or tone is essentially neutral.



NEUTRAL



Negative

Positive

FINANCIAL PROFILE

Was the firm able to generate higher sales?

NO

Sales Growth
-1.1%

This indicates where the firm's top-line is growing or not and to find out if there are any structural or cyclical factors affecting it.

Did sales move faster than cost growth?

NO

Cost Growth /Sales
12.0%

This gives a broad picture if the costs are growing in line with the growth in sales or if the firm is exposed to higher cost structure even if the sales is growing.

Was the company financially strong generally?

NO

Sales Growth
22.2%

The credit score takes into account balance sheet and P&L of the company. A higher score indicates a stronger credit position. .

Was the exposure to liabilities manageable?

NO

Liabilities to Equity
165.1%

This reflects the extent the firm is exposed to fixed obligations versus the capital it has built over the years and whether it has adequate buffer.

Was the company relying heavily on short-term obligations?

NO

Current Liability Ratio
0.31

Assesses the proportion of total liabilities that are due in the near term. A secondary measure of liquidity as it does not measure the firm's ability to pay for the liabilities.

Were the shareholders well rewarded by the firm's performance?

NO

Return on Equity
-3.6%

This measure relates to how much profits the firm is generating for the company's shareholders; a higher ROE needs to be measured against the risks it is taking.

Were the profit levels growing?

NO

Pre-Tax Profit
-152.1%

A company that is showing consistent earnings growth indicates a positive outlook. A company that shows negative growth may indicate tougher times ahead.

Were the assets generating profits?

NO

Return on Asset
-0.5%

This is a measure of how well the firm is utilising its assets to generate profits for the firm. A productive asset backed by a cost-efficient operation is a good indicator of a well-run firm.



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